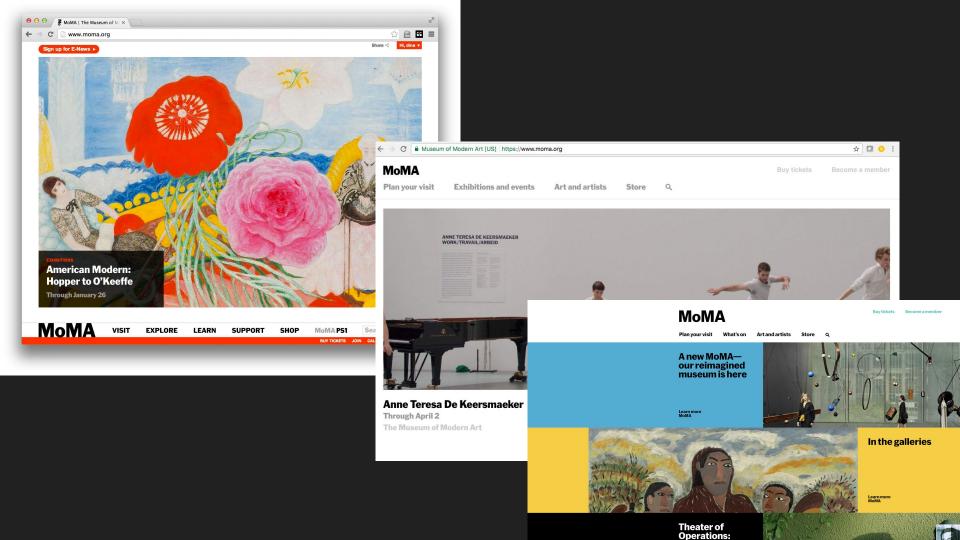


Macro trends

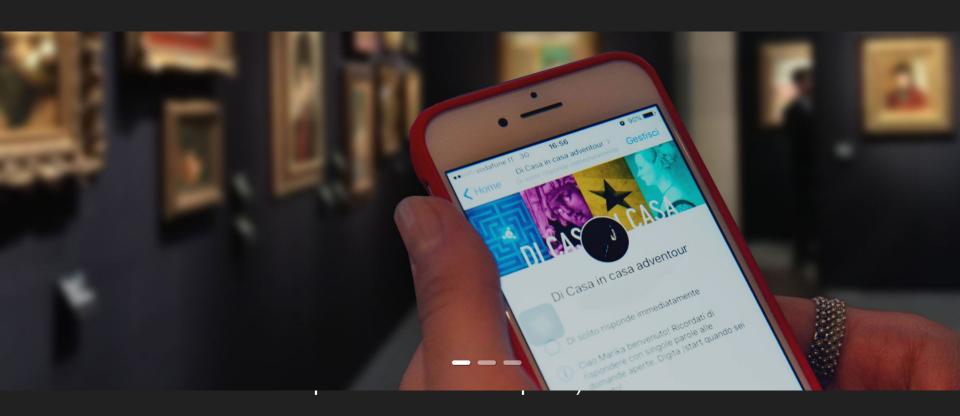
- La tecnologia costa sempre meno
- La creativita' e' al centro in ogni settore
- Esplosione del numero delle piattaforme, nuovi modelli di business che hanno un impatto sull'evoluzione dei contenuti
- Interesse per la monetizzazione dei contenuti (!?)

Le aspettative del nuovo pubblico

- Interfacce semplici (che nascondono le complessita')
- Personalizzazione e interazioni contestuali (l'offerta giusta al momento giusto, Al, Internet of things)
- Contenuto empatico (realta' virtuale, contenuti immersivi)
- Esperienze sensoriali continue ed assimilate (un'azione cominciata su un chiosco interattivo, che puo' essere continuata su un cellulare e piu' tardi su un computer)







DAVID BOWIE IS





The AR Exhibition

The official augmented reality adaptation of the legendary exhibition, introduced and narrated by David Bowie's close friend and Oscar winner, Gary Oldman.

Explore the full museum show in stunning detail, in the intimacy of your own environment, without glass barriers or crowds of visitors. This spectacular iteration of the iconic show is yours forever.

Over 50 high-res 3D costumes. Plus many never before seen items. And much more.





What is The O?

We don't have labels on the wall. We have the O. Download it (or get a device from our staff) and it will pinpoint your location in the museum, and tell you about the art on display. You can also use the O to book ticketed artworks and queue for some of our smaller gallery spaces. It's free.

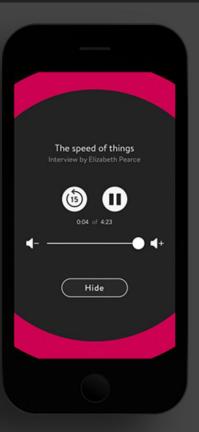
The O is the first system in the world designed to replace traditional artwork wall labels.

Why should I save my O visit?

Save your visit while at Mona and you'll be able to access all the interpretative stuff on the O from home. Informed commentary, opinion from Walsh and his buddies, interviews with artists, and other bits and pieces, alongside an interactive map of your path through the museum.







Il museo del futuro

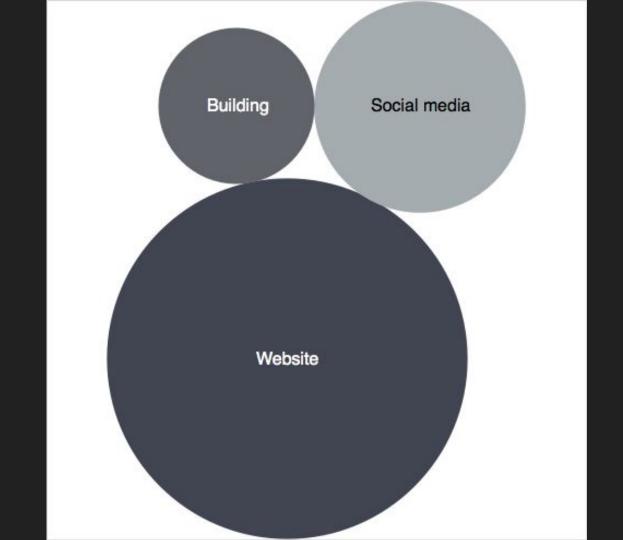
- Museo omnichannel
- Museo integrato
- Museo diffuso

Il museo omnichannel





Il museo integrato

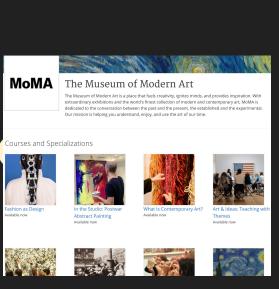


Tutte le tecnologie con cui il pubblico

interagisce

La distribuzione centralizzata dei contenuti,

distribuiti su molteplici canali

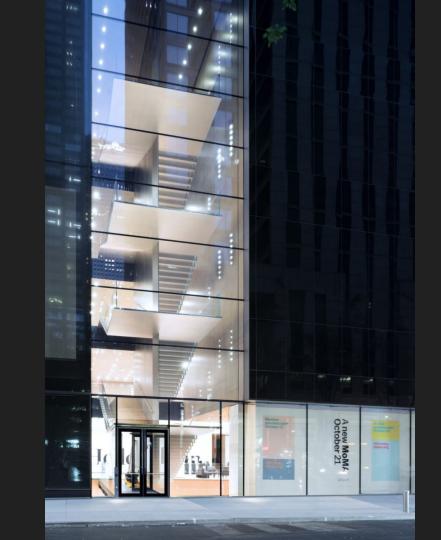




Contenuti









Supportare il visitatore nel suo percorso

Prima della visita

Attraverso l'aiuto delle guide/staff/sicurezza

Guide cartacee, biglietti

Digital screens/monitor

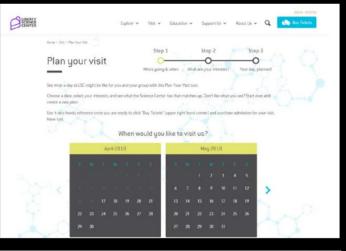
Segnaletica fisica

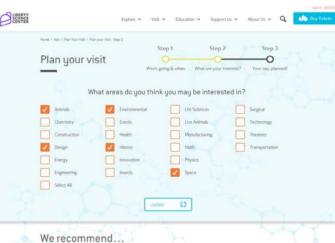
Il post visita

La sfida

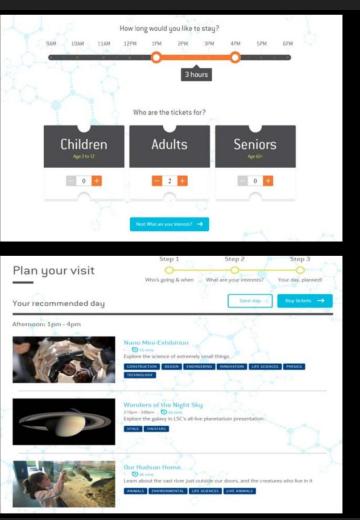
Raggiungere i visitatori prima, durante e dopo la visita anche se non visiteranno mai il museo

Let us know what you're interested in:						
\square Collection, exhibitions, and features	☐ Talks, classes, and workshops					
Film	\square Family activities and films					
☐ Performance	☐ Teen programs					
☐ MoMA PS1	☐ Teacher workshops and resources	.es				
\square PopRally, music, and special events	Visitors with disabilities:					
☐ Store	☐ Art inSight					
☐ Member programs	☐ Create Ability					
☐ Corporate Membership	\square Interpreting $MoMA$ What we	would you like to hear about?				
☐ Magazine	☐ Meet Me at MoMA ☐ SFN	FMOMA News		Classes		
Submit >	and	lonthly eNews, occasional updates, nd notices about your museum		Be notified about workshops and classes at the museum.	1	
	visi	isits.		Museum Store		
	Film	ılm		Be the first to know about sales a	an [,]	d
		earn about Modern Cinema creenings and other film offerings.		new products.	****	
			\Box	, -		Met News Curated newsletter with the latest in-depth art content, articles, videos, and happenings around The
		amily Set updates on family-friendly		Content for the curious and las	- 1	Metropolitan Museum of Art.
		ctivities.		schedule.	1	Exhibitions Be the first to know about current and upcoming exhibitions, as well as related events and offers.
	Liv	ive Events			:	MetLiveArts Stay up-to-date on the Museum's extensive array of performances featuring outstanding artists from
		nformation about artist talks,				around the globe. MetSpeaks
	per	erformances, and more.			1	MetSpeaks Lectures, discussions, talks, symposia, films, and forums in which compelling voices explore timely issues that connect to The Met's exhibitions and permanent collection.
						Free & Ticketed Programs Get closer to art through educational programs that include artist-led classes, family activities, exhibition-themed workshops, teen programs, and more.
					;	#MetKids #MetKids is an online feature made for, with, and by kids. Receive a monthly newsletter with activities, videos, and content you can share with your kids.
						MetCollects MetCollects is an online feature focused on first looks at new works of art in the collection. Receive a monthly notification about new installments.
						The Met Store Get updates about the latest products inspired by the Museum's collection, new Met publications, special offers, sales, and much more.





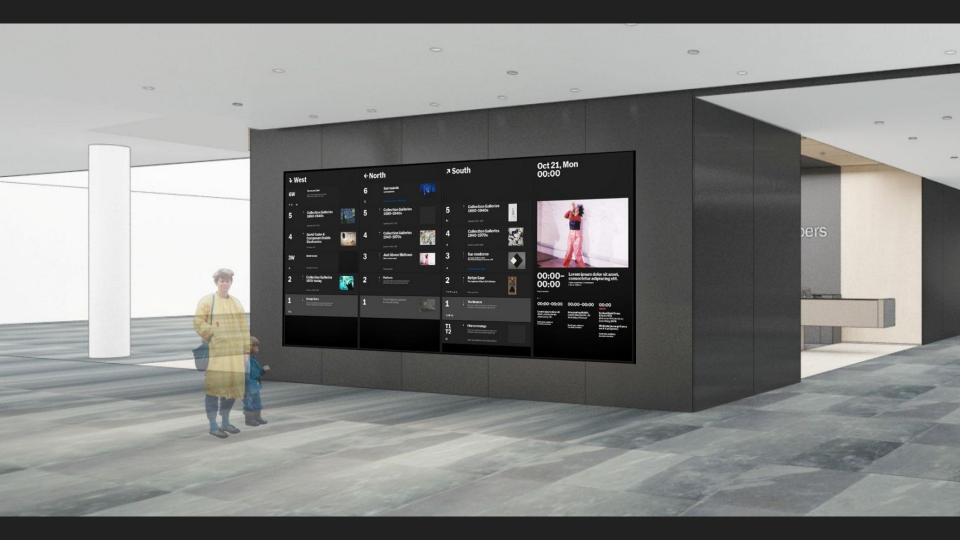
Liberty Science Center





#newMoMA

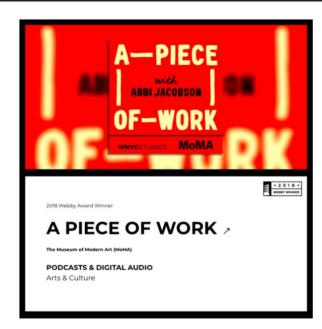
A new MoMA: Our Collection





Radical Acts **New York Stories** Materials & Process Poetry Project Sculpture Garden Highlights Kids





Our mission is helping you understand, enjoy, and use the art of our time.

Courses and Specializations



Fashion as Design
Available now



In the Studio: Postwar Abstract Painting Available now



What Is Contemporary Art?
Available now



Art & Ideas: Teaching with Themes Available now



Art & Inquiry: Museum Teaching Strategies For Your Classroom Available now



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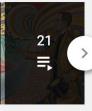












MoMA VIRTUAL VIEWS Updated 3 days ago VIEW FULL PLAYLIST



A NEW MoMA

VIEW FULL PLAYLIST

MoMA R&D SALONS

VIEW FULL PLAYLIST

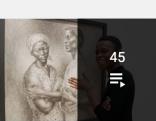
MoMA EXHIBITIONS

VIEW FULL PLAYLIST

MoMA SERIES



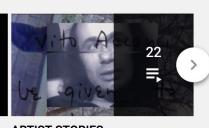
HOW TO SEE











AT THE MUSEUM

The Museum of Modern Art

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The Museum of Modern Art Undated E days aga

MoMA LIVE

ARTIST STORIES The Museum of Modern Art



#HomeMovies #MoMAVirtualViews #HowToSee

HOW TO SEE | Home Movies

15,426 views • Apr 10, 2020



MoMA

The Museum of Modern Art

why it matters now more than ever.

350K subscribers

Take an intimate look at the largest body of moving-image work created in the 20th century—and

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Come creare piu' punti di accesso all'arte?

Come allargare e diversificare il dialogo sull'arte?

Exhibition history

<u>Exhibitions</u> from our founding in 1929 to the present are available online. These pages are updated continually.

Search exhibitions Q All types : All years :

5,052 exhibitions online

Opening date A



Cezanne, Gauguin, Seurat, van Gogh Nov 7-Dec 7, 1929

Paintings by 19 Living Americans Dec 12, 1929-

Jan 12, 1930 MoMA



Painting in Paris Jan 19-Mar 2, 1930 MoMA

Weber, Klee, Lehmbruck, Maillol Mar 12-Apr 2, 1930

MoMA

Charles Burchfield: Early Watercolors 1916–1918

Apr 11-27, 1930 MoMA 46 Painters and Sculptors under 35 Years of Age

Apr 11-27, 1930 MoMA





MoMA

Buy tickets Become a member

Plan your visit

What's on

Art and artists Store Q

Moving-image works from the MoMA collection

From the birth of cinema to the cutting edge of digital video, this ongoing series presents full-length selections from the more than 30,000 film and video works in MoMA's collection.

Exhibitions



Ricardo Nicolayevsky's NYC'83

March 9-April 9, 2018

Charles Csuri's Hummingbird

November 16-December 14, 2017 Mack Sennett's Josh's Suicide

June 23-July 31, 2017



New York 1911

June 16-July 31, 2017 MoMA

D. W. Griffith's The Musketeers of Pig Alley

December 13, 2016-January 13, 2017 MoMA

Steffani Jemison's **Escaped Lunatic**

July 13–27, 2016 MoMA

MoMA

Buy tickets Become a member

What's on

Art and artists Store Q

New York 1911

June 16-July 31, 2017 MoMA



Other project

Online

This documentary travelogue of New York City was made by a team of cameramen with the Swedish company Svenska Biografteatern, who were sent around the world to make pictures of well-known places. (They also filmed at Niagara Falls and in Paris, Monte Carlo, and Venice, although New York 1911 is the only selection in the Museum's collection.) Opening and closing with shots of the Statue of Liberty, the film

This project is a part of Movingimage works from the MoMA

collection.

Magazine Passionate perspectives on art, artists, and ideas that shape culture today

Watch Listen **Virtual Views** Read Look





Op-Ed A Note on a Monumental Moment

The way history is represented and told is never neutral.

Leah Dickerman Jun 10, 2020



Pope.L on his Crawls

We revisit the introductory video from our Pope.L exhibition this past winter, in which the artist talks about his crawl street performances.

Jun 5, 2020



The Way I See It What Justice Requires: Bryan Stevenson on Jacob Lawrence

The human rights lawyer discusses the legacy of the Great Migration, as seen in Lawrence's iconic *Migration Series*.

MoMA Jan 27, 2020



Magazine Podcast Among Others: A Conversation

Ann Temkin, Darby English, and



Magazine Podcast Books that Matter: Saidiya Hartman's Wayward Lives, Beautiful Experiments



What Does Charles White Sound Like? A Playlist from Terrance McKnight

Museo diffuso



@MuseumModernArt 📀 · Mar 25, 2015

See Instagram pics of buildings in "Latin America in Construction."

#ArchitectureMW #ArquiMoMA bit.ly/1CQ3xp9

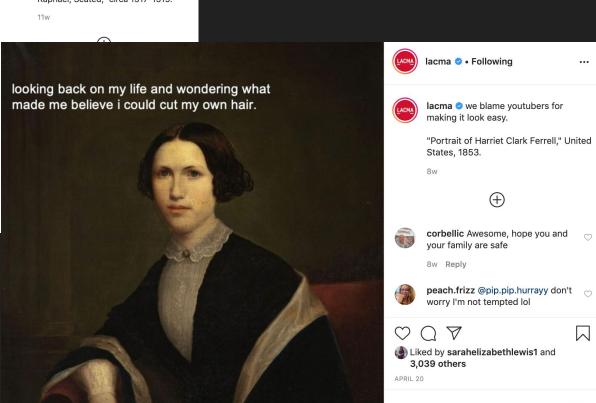












ArtLens for Slack



ArtLens for Slack allows users to recharge, get inspired, and discuss current topics in the digital workplace. It's an app that combines the traditional museum experience and those in-office watercooler conversations. Like visiting the museum with your coworkers, it recreates the experience of a team building exercise from the comfort of your home office.

ArtLens for Slack is the first rapid-response art exhibition app designed for remote workplaces. It generates artworks from the CMA's collection based on a prompt, bringing works that span centuries to present-day conversations. Thinking about personal protective equipment? Check out an amazing chain mail shirt from the museum's European arms and armor collection! Considering clocking into happy hour early? Grab a gilded goblet and pour yourself a glass! Has working from home relaxed your dress code? Find a figure

The idea of knowing exactly where you're going is overrated.

Sarah Sze, artist

A new MoMA Oct 21

Appendice

